

Appendix A

MENU FAQ WIZARD ASSOCIATION SYNOPSIS

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Menus

Five categories of menus, called Menu Groups have been developed each with a perspective and functional intent. You can review these menus in detail on the following pages. All the MENU GROUPS will, in some way, assist in a FAQ association, many of which the user will never see. By selecting certain menu choices we can offer the user a sort of fuzzy logic, we send the information that best fits their needs and we predict their intent, i.e., I am an Architect; (Hmmm, he must need drawings, planning or budget information?). I need to know how you attach a fireplace to the wall. We might ask, "Are you installing?" (His question does nothing other than create other questions we must ask to lead him to an answer in the framing to accommodate the weight or attachments. (Leave him smarter than before.) We reply, "I know just the thing and here it is. He asked or you answered key words on the menu that led to an appropriate response.

20 FAQ

This is an acronym for frequently asked questions. It also represents a link between the question and the answer in our list of menus. The answer should reflect the question mirroring the needs of who is asking the questions. Images and text in conjunction with one another are a great aid in accomplishing both a prompt to a question and helping someone understand an appropriate response. When organized as a process to an intent, the association with where and who ask the questions and points to what and when to provide a more detailed answer to the question. The association does not end there. Later, it will help keep an open mind because relationships built one at a time are easy. Do not fall into the trap of thinking of too many possibilities at once. It can seem overwhelming when we begin to see the possibilities.

Wizard

What does a wizard do? In short, it does not make stone but it resolves communications associated to truly buying something specific to a purpose, color, stylized, match a decorum, and the certainty of size it is to fit. End user, designers, planners, manufacturers, and trades need to be coordinated into a project, as well as the material to be supplied.

Directive Target

40 Name a string from a menu that describes a starting point and a logical set to follow on choices. Organized properly, the menu will control all publishing and allow the maintenance of one image that feeds many forms called "type documents".

45 Developed here in the Web Wizard Application to maintain images and text documents, this particular directive has far more reaching impact in all aspects of our business and beyond. Using our menus to maintain a normalized standard of images and text will

create a pattern the entire community of employees and customers alike will find efficient, to the point and in the end lead them to a specification strong enough to charge and manage on site labor with. The menus allow us a naming convention that leaves no scrap of information without a home and a name derived from the menu choices.

- 5 Instructions, letters, unit support photos, videos, publishing on demand bid to shipping may soon be closer then you think.

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PREFACE

Customer Service

The Menu Wizard serves both the customer contact and employee in many ways.

- 15 Providing the possibility to present elaborate presentations influenced by choices the user inputs formatted to a specific project purpose, such as design, budgets, production, shipping or assembly. In the end, we want our customer to have the tools, especially the drawings to assist in completing their project.

20 FAQ Answers

- Always related to the question. Often a subject of what and when you need it. An image, such as a drawing, photo or text document all have properties assigned from menus and related based on the depth of comprehension required. Provisions include the ability to store more than one image standard on the same subject at each requirement level of depth of question. If we pattern our FAQ, both questions and answers in an associate language, we can relate with predetermined options to access certain data creating a pathway to any specification or support document.

Publish on Demand

- 30 Slice and dice the search of our menus, offer avenues for image responses that can be used to build answers using other documents, as well as web pages, publishing ease and references, help menus, and it goes on. The list of uses will be a seemingly never-ending opportunity to provide direction for any user.

35 Automated Printing

- Assigning the naming convention creates not only a search but also a method to connect. In certain cases, they may link to a normalized data/image. That means if we fix it in one spot, we fix it in all spots if it is linked to a form we called a type document. Basic format of any publishing software or methodology, such as web or PageMaker provide tools to build pages in a format. The menu name is a string of carefully categorized words that literally creates the pattern we use to store information. We retrieve information based on menu prompts (FAQ's) once answered; we provide the form with image or text selected for the form purpose. Rules, standards, formats and definitions are among the many other fragments of data and rules, as well as reference material, resources; definitions, edited and formatted text, standards publishing and still more yet will be internal support systems residing in the menu.

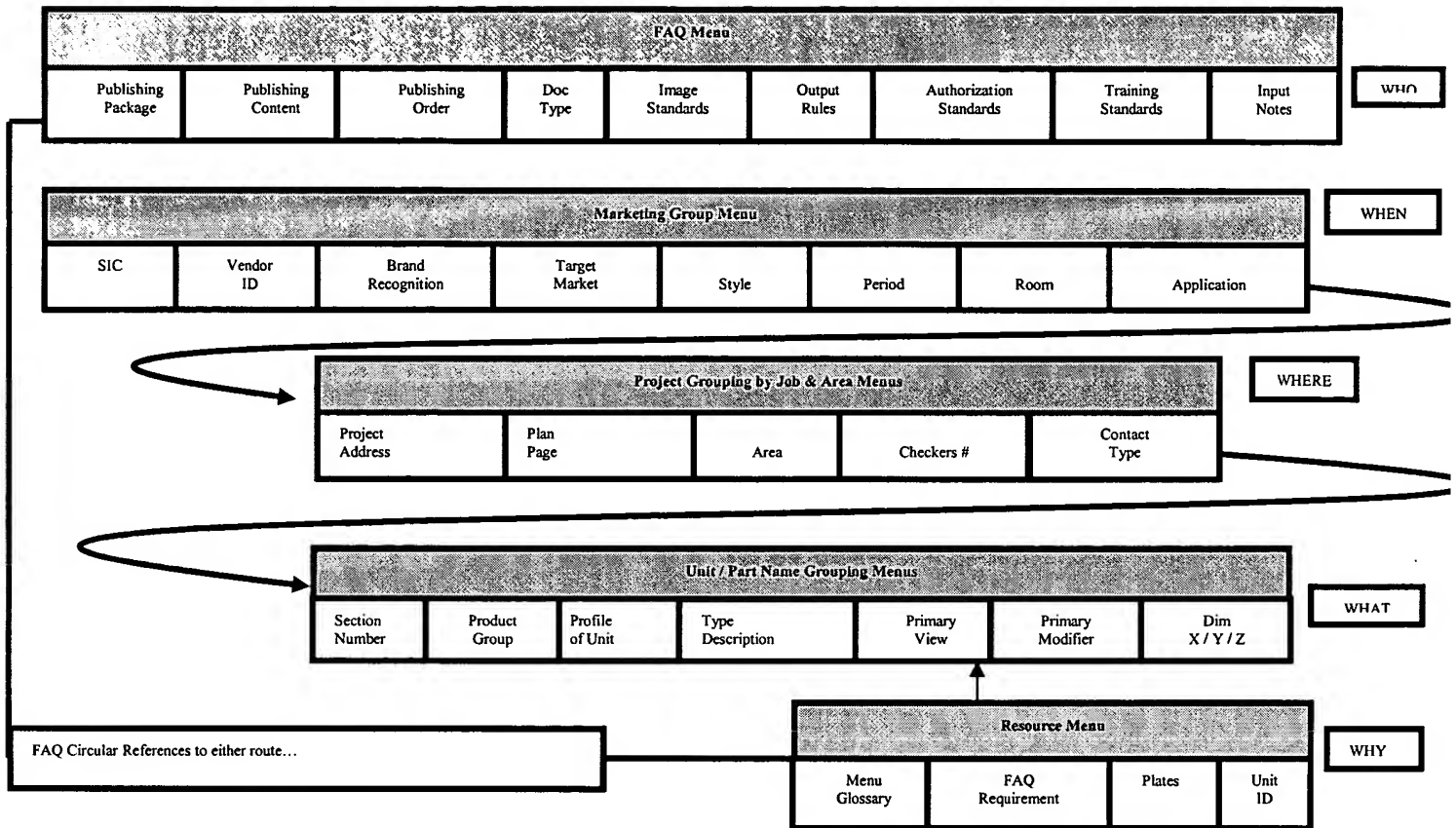
Specification

A list of what was purchased. Unit ID when specified A Job Unit Mark = Specification. Enough selling where is the list of things purchased. This is the same as a unit we sell and deliver. We call is a SKU# (storekeeper unit). A support document is a Unit ID we DO NOT SELL, but it is used in the specification process, such as instructions. Even the published document, which we might recognize as the unit we sold, is still a published support to the real stone unit we delivered. In short, the naming convention allows for "AUTOMATED PUBLISHING TO EXISTING PREDETERMINED FORMATS" with links to images and text feeding the "TYPE DOCUMENT" we will relate to as a named form.

MENU FAQ WIZARD ASSOCIATION

Menus have been developed in the following category to assist in an FAQ association. By selecting certain menu choices we can offer the user a sort of fuzzy logic, we send the information that best fits their needs. Developed for the Web it has far more reaching impact in all aspect of our business and beyond. It allows us a naming convention that leaves no scrap of information withoout a home and a name derived from the menu choices. It serves both the customer contact and employee in many ways. An image, such as a drawing, photo or text document all have properties assigned from menus and rated based on the depth of comprehension required. Provisions include the ability to store more than one image standard on the same subject at each requirement level or depth of question.

A short outline of the image is below. The menu list is not represented in the image due to space restrictions. Menu Group; Menu Type; and Menu List.



FAQ MENU GROUPS DEFINED

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Key words of menu are presented to the user according to who they are related and what their likely participation in the process might be.

10 FAQ Menu Breakdown

Publishing Package	Publishing Content	Publishing Order	Doc Type	Image Standard	Output Rules	Authorization Standards	Training Standards	Input Notes
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- 15
- Publishing Package – Package output of a variety of documents ordered for a specific purpose. A Menu List of Publishing Packages can be found on Co Info Doc 3599.

- 20
- Publishing Content – Various components gathered together to create a publishing package. A Menu List of Publishing Content can be found on Co Info Doc 3598.

- 25
- Publishing Order – Dictates the order of publishing; edit order; or default rules. A Menu List of Publishing Order can be found on Co Info Doc 3608.

- 30
- Doc Type –Form where sizes and images have been predetermined. A Menu List of Doc Types can be found on Co Info Doc 3611.

- 35
- Image Standard – Menu where sizes and images have been predetermined. Describes the size, shape, DPI, type extension, characters, and values of each. A Menu List of Image Standards can be found on Co Info Doc 3654.

- 40
- Output Rules – Predetermined rules for publishing, printing, faxing and viewing. A Menu List of Output Rules can be found on Co Info Doc 3655.

- 45
- Authorization Standards – Rules that define requirement levels of authorization (who, what, why) to publish, fax and view. A Menu List of Authorization Standards can be found on Co Info Doc 3653.

- 50
- Training Standards –Level of training defined by seven requirement levels. A Menu List of Training Standards can be found on Co Info Doc 3656.

- 55
- Input Notes – Information entered and put away for future use. Please refer to Co Info Doc 3664 for more detail.

MARKETING GROUPS MENU DEFINED

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Marketing Group Menu	WHEN
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A Help Aid or Tool organized for product style presentation. It is more than standards on products. This is a relationship to the variety of uses one might predict. Ease of association allows product samples to guide the user to menu choices.

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Marketing Group Menu Breakdown

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SIC	Vendor ID	Brand Recognition	Target Market	Style	Period	Room	Application
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- SIC – Search for products in a particular SIC or type material, i.e., Cast Stone, Cut Stone, Windows, etc.... A Menu List of SIC can be found on Co Info Doc 3600.
- Vendor ID – List of vendors set up using an identification number for a particular vendor or product and linked to an approved database. A Menu List of Vendor ID's can be found on Co Info Doc 3609.
 1. Stone Legends - 28663
 2. Stone Magic - 28664
 3. Stone Origins - 28665

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- Brand Recognition – A trademark or distinctive name or product identifying a certain brand that can be used by approved vendors. A Menu List of Brand Recognition can be found on Co Info Doc 3610.
- Target Market – Direct collation to Content Type, but used for a very specific market. The Target Market is to pre-jig a specific type of individual or market you want to pre-package a product to. It could also be a point of interest coming in, where Content type is user input that says who they are. A Menu List of Target Market can be found on Co Info Doc 3607.

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- Style – Defining architecture periods selected by style for a presentation of sample units. Used to identify specific product groups on photos of styles. A Menu List of Style can be found on Co Info Doc 3602.
- Period – An interval of time regarded as a phase in time. A Menu List of Period can be found on Co Info Doc 3686.
 1. Meditterian with photos of 7 or 8 periods, i.e. , early 12th Century would be the period 1200 – 1230 A.D.

- Room – Defines the type of room. A Menu List of Rooms can be found on Co Info Doc 3665.
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- Application – Defined as buidling type. A Menu List of Application can be found on Co Info Doc 3594.

PROJECT GROUPING by JOB & AREA MENUS DEFINED

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Project Grouping by Job & Area Menus

WHERE

Project Address or Project Name is where all specifics are collected for pricing and plan placement.

10 Project Grouping by Job & Area Menu Breakdown

Project Address	Plan Page	Area	Checkers #	Contact Type
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- 15 • Project Address – Physical location of the project address of where the material is going to be used. You would use the exact same standards the post offices uses to deliver a letter. Please refer to Co Info Doc 3666 for more information.
- 20 • Plan Page – Plans from the customer as presented to us. There will be a space to import a pdf file into a Plan Page that can be emailed to us. Please refer to Co Info Doc 3667.
- 25 • Area – Established number of customer plan pages assembled into a single area. These pages are then used to appoint certain units in order to establish collation between specification and plan pages. A Menu List of Area can be found on Co Info Doc 3601.
- 30 • Checkers # - Assigned area by area beginning with one and continuing until all units specified on the customer plan pages have been identified. This will be used in the proposal. A Menu List of Checker Numbers can be found on Co Info Doc 3668.
- 35 • Contact Type – Used to establish collation between information one might be seeking for a specific purpose. A Menu List of Contact Type can be found on Co Info Doc 3669. Examples of contact types are architects, builders, masons, etc...

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UNIT / PART NAME GROUPING MENU DEFINED

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WHAT

Organizes product or similar intent. This is where we sell and support our products.

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Unit / Part Name Grouping Menu Breakdown

Section Number	Product Group	Profile of Unit	Type Description	Primary View	Primary Modifier	Dim X / Y / Z
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- 15
- Section Number – Rules for identifying product or product information. This is ususally, but not always, the first step in identifying a product. A Menu List of Section Numbers can be found on Co Info Doc 3670.

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Example: Section 15 identifies columns as a group of sellable units, while section 100 identifies profiles, which describe attribute of a product.

- Product Group - A group of like shapes or similarly used products. A Menu List of Product Groups can be found on Co Info Doc 3671.

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- Profile of Unit – The second identifier of a product. The shape of a particular face or surface. A Menu List of Profile of Units can be found on Co Info Doc 3672.

- Type Description – Describes a product group based off of the section rules, i.e., column. A Menu List of Type Descriptioin can be found on Co Info Doc 3673.

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- Primary View – The Primary View is most often the question, "What shape do I want the Unit to have?".A door Surround, for instance, can have a square top,or a radius top. A cap for a brick pier could be flat on top, or sloped to some degree. A column can have a straight shaft or taper from the bottom of the shaft to the capital. Primary View identifies a primary consideration. A Menu Listof Primary View can be found on Co Info Doc 3674.

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- Primary Modifier – Describes any option added to a Unit to help determine the final look. Single piece units can also be modifiers for a larger, more complex unit. For instance, by adding a keystone to a window surround, or columns to an entry you can change the look. A Menu List of Primary Modifiers can be found on Co Info Doc 3675.

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- Dim X/Y/Z – Measurement defined by the section rules applied to a particular product or product information. A Menu List of Dim can be found on Co Info Doc 3676.

Example: Profile

RESOURCE MENU DEFINED

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Resource Menu

WHY

Publishing answers included not only the right answer but also rules to manage content for automated printing to forms.

10 Resource Menu Breakdown

Menu Glossary	FAQ Requirements	Plates	Unit ID
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- Menu Glossary – A drop down menu list of groups and types. A Menu List of Glossary can be found on Co Info Doc 3658.

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- FAQ Requirements – 1-7 levels outlining headline, caption, intent, detail special issues, resources, references, and definitions requirements. A Menu List of FAQ Requirements can be found on Co Info Doc 3652.

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- Plates – Numeric driven from a menu. A Menu List of Plates can be found on Co Info Doc 3657.

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- Unit ID – Simple speaking, a Unit is a unique assembly of Masonry Parts. Depending on the Unit, the number of masonry parts can range from one to hundreds of parts. Also, Units can be combined to make larger unique Units. An address block unit will only have a singel part, where a surround unit or an entry unit will have many parts. No matter the number of parts involved, each Unit can be easily identified by its surname or its numeric Unit ID. A Unit ID is just the counter in the table that numbers the Units as they are added to the Unit Master Record Table. A Menu List of Unit ID's can be found on Co Info Doc 3692.

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CONTROL ORDER STRING NAMING RULES

by FAQ MENU

Publishing Package	A package output of a variety of documents ordered for a specific purpose.
Publishing Content	Various components gathered together to create a publishing package.
Publishing Order	Dictates the order of publishing; edit order; or default rules.
Doc Type	A form where the sizes and images have been predetermined.
Image Standard	A menu list of size, shape, font face, font size, font attributes, characters, and format.
Output Rules	Predetermined rules for publishing, printing, faxing, and viewing.
Authorization Standards	Defines who can use, what they are using, and why they are using it.
Training Standards	Level of training defined by the 1 through 7 FAQ Requirement Levels.
Input Notes	Put away notes.

CONTROL ORDER STRING NAMING RULES MARKETING GROUPS

SIC	Search for products in a particular SIC number or type material, i.e., Cast Stone, Cut Stone, etc...
Vendor ID	Approved list of vendors set up using an identification number for a particular vendor or product and linked to an approved database.
Brand Recognition	A trademark or distinctive name or product identifying ascertain brand that can be used by approved vendors.
Target Market	Direct collation to Content Type, but used for a very specific market. The Target Market is to pre-jig a specific type of individual or market you want to prepackage a product to. It could also be a point of interest coming in, where Content Type is user input that says who they are.
Style	Defining architecture periods selected by style for a presentation of sample units. Used to identify specific product groups on photos or style.
Period	An interval of time regarded as a phase in time. An example would be Mediterrian with photos of 7 or 8 periods, i.e., early 12 th Centruy would be the period of 1200 – 1230 A.D.
Room	Defines the type of room, i.e, kitchen, entry, etc....
Application	Defined as a building type.

CONTROL ORDER STRING NAMING RULES

by PROJECT GROUPING by JOB & AREA

Project Address

Physical location of the project address of where the material is going to be used. You would use the exact same standards the post office uses to deliver a letter.

Plan Page

Plans from the customer as presented to us.

Area

Established number of customer plan pages assembled into a single area. These pages are then used to appoint certain units in order to establish collation between specification and plan pages.

Checker #s

Assigned area by area beginning with one and continuing until all units specified on the customer plan pages have been identified. This will be used in the proposal.

Contact Type

Used to establish collation between information one might be seeking for a specific purpose. Examples of contact types are architects, builders, masons, etc...

CONTROL ORDER STRING NAMING RULES

by UNIT/PART NAMING GROUPING

Section Number	Rules used to identify product or product information. This is usually, but not always, the first step in identifying a product.
Product Group	A group of like shapes or similarly used products.
Profile Of Unit	The second identifier of a product. The shape of a particular face or surface.
Type Description	Describes a product group based off of the section rules.
Primary View	The Primary View is most often the question, "What shape do I want the Unit to have?". A door Surround, for instance, can have a square top, or a radius top. A cap for a brick pier could be flat on top, or sloped to some degree. A column can have a straight shaft or taper from the bottom of the shaft to the capital. Primary View identifies a primary consideration
Primary Modifier	Describes any option added to a Unit to help determine the final look. Single piece units can also be modifiers for a larger, more complex unit. For instance, by adding a keystone to a window surround, or columns to an entry you can change the look.
Dim X/Y/Z	Measurement defined by the section rules applied to a particular product or product information.

CONTROL ORDER STRING NAMING RULES

by RESOURCE MENU

Menu Glossary

A drop down menu list of groups and types.

FAQ Requirement

1-7 levels outlining headline, caption, intent, detail special issues, resources, references, and definition requirements.

Plates

Numeric driven from a menu.

Unit ID

Unit ID – Simple speaking, a Unit is a unique assembly of Masonry Parts. Depending on the Unit, the number of masonry parts can range from one to hundreds of parts. Also, Units can be combined to make larger unique Units. An address block unit will only have a single part, where a surround unit or an entry unit will have many parts. No matter the number of parts involved, each Unit can be easily identified by its surname or its numeric Unit ID. A Unit ID is just the counter in the table that numbers the Units as they are added to the Unit Master Record Table. A Menu List of Unit ID's can be found on Co Info Doc 3692.

MENU DEFINITIONS FAQ BY REQUIREMENT LEVEL

Must contain Menu Type and Menu List in order of choice.

Rules for Naming Convention

- **Begin the FAQ Requirement Naming process starting right to left.**
- **Most name processes consider the Doc Type as an output, but unless it is a type of form you are describing do not use Doc Type in the naming convention. Go to the first type menu that logically starts the search process.**
- **Publishing Package must have a Content Package, as well as a Type Doc. A list will always be referenced. A Plate is above the list.**

Question	Connecting Phrase	1. Headline	Internal / External The simple answer or a headline worthy of attention, a simple message.
Question	Connecting Phrase	2. Caption	Photo / Image Association A caption helps me understand especially when it is associated to subject or image.
Question	Connecting Phrase	3. Intent	The intent is always a paragraph describing why or how something works, got there, or used for purpose.
Question	Connecting Phrase	4. Detail Special Issues	In detail I talked to an expert and he said here is the way he would do it.
Question	Connecting Phrase	5. Resources	Resources there are entire books or media, sources even companies that make a living helping.
Question	Connecting Phrase	6. References	Related subjects, information, or products that should be considered in relation to this.
Question	Connecting Phrase	7. Definition	Definitions, pictorial and word descriptions formatted to publish in context.